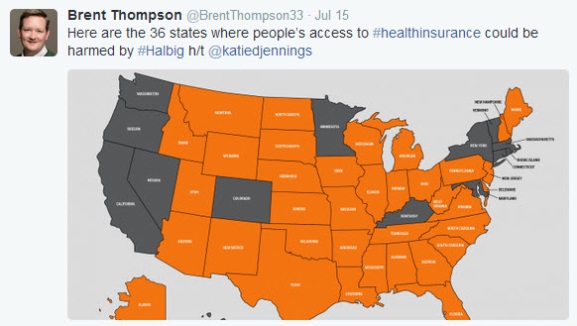
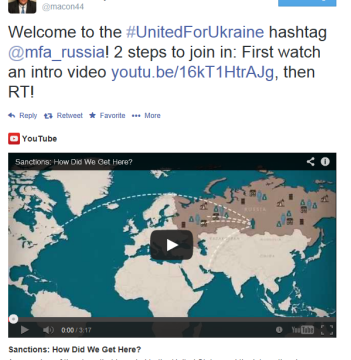
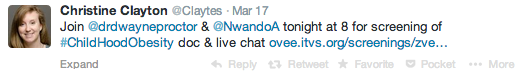
**The Art of Writing Great Tweets**

This resource provides tips, examples, and additional resources for writing great tweets.

The mechanics, or “grammar” of writing good tweets, is simple once you understand the rules. Use this [cheat sheet](http://marketingthink.com/wp-content/uploads/2013/02/How-To-Write-The-Perfect-Tweet.png) to help you build the perfect tweet. Keep in mind:

* **BE BRIEF:** Keep your tweets short. Tweets are limited to 140 characters, but a best practice is to aim for between 70 and 120 characters so others can easily share your message with their own comments.
* **BE VISUAL:** Visuals grab attention, if you If you have a chart or photograph, append it to your tweet. To ensure viewers can watch the video you share without leaving Twitter, share a video directly from YouTube.  
   
* **BE SOCIAL:** Add relevant handles and hashtags to your tweets, but do over do it. Using more than 2 hashtags gets fewer retweets. Tweet other people’s content and make sure you give attribution.



Consider asking questions to start a relevant conversation; contribute your own insights: thank people who shared your content (this should be done in moderation).

* **BE TIMELY:** Share news and content related to your expertise that is new and relevant. Be sure to add your own insights.



**Three Questions to Help You Write a Strong Tweet:**

1. Is this valuable to others? Can they learn something new or find a way to get involved in something new?
2. Have you attributed this to someone, perhaps the writer or sharer who surfaced this for you?
3. Did you add a hashtag to increase reach with the right audience?

**Style Guidelines: Writing Great Tweets**

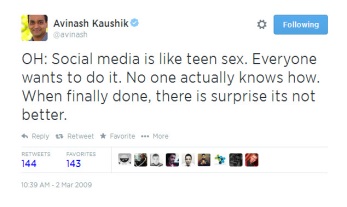
* Omit needless words
* Describe
* Simplify
* Avoid giving it all away
* One thought per tweet

**How to Avoid Twitter Writer’s Block**

* Inspirational Quotes



* Observation or something you overhear



* Something funny



* Two words



* RT with Added Value or Humor  
  

**Set Up a Day-By-Day Schedule of Practicing**

Monday:  Two-Word Tweet  
Tuesday:  Quote or Overheard  
Wednesday:  RT with added Insight  
Thursday: Humor  
Friday: One Thought Tweet

**Additional Reading**

* [**How to Build the Perfect Tweet**](http://marketingthink.com/wp-content/uploads/2013/02/How-To-Write-The-Perfect-Tweet.png)**:** This diagram of the perfect tweet is useful to print and use as a guide.
* [**A Scientific Guide To Writing Great Tweets:**](http://blog.bufferapp.com/writing-great-tweets-scientific-guide) Tips based on research of millions of Tweets
* [**How To Be Hilarious on Twitter**](http://www.fastcocreate.com/1682943/how-to-be-hilarious-on-twitter-from-a-writer-who-tweeted-her-way-to-tv)**:** Practical Tips on Using Humor on Twitter
* [**Sources for Quotes**](http://www.bethkanter.org/quote/)